

THE CHILDREN'S MUSEUM **EXPANDING** *Times*

FEBRUARY 1988

INDIANAPOLIS, INDIANA

Corporate gifts making dream a reality

Generous and enthusiastic support from businesses throughout Indiana has been instrumental in helping The Children's Museum realize a dream.

The corporate giving portion of the museum's \$14 million "You Can Build a Mind" capital campaign is approaching its goal of \$2 million.

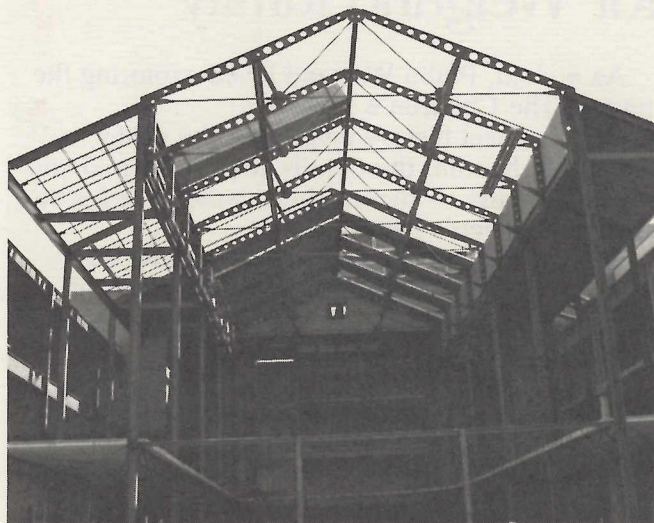
Corporate gifts chairman Andrew J. Paine Jr. has been coordinating the effort with the help of G. Ronald Morris, who is responsible for Greater Indianapolis corporate gifts, and James K. Baker, who has been organizing the drive for regional gifts.

Morris has been working with a team of 14 volunteers who have called on nearly 90 companies in Indianapolis.

Baker's efforts have turned to companies outside Indianapolis that might be interested in supporting the museum's expansion. Support has come from companies such as AmeriTrust Indiana Corp., Arvin Industries, Kimball International of Jasper and Irwin Union Corp. of Columbus.

Generous support has come from nearly 100 organizations. Leading the way are the following companies:

Eli Lilly and Co.—\$500,000
Indianapolis Newspapers, Inc.—\$250,000
Indiana Bell—\$150,000
Reilly Tar & Chemical Co.—\$130,000
Bank One—\$125,000
Indiana National Bank—\$125,000
Merchants National Bank—\$125,000
American States Insurance—\$70,000
Indianapolis Power and Light—\$50,000



The spacious, 8,000-square-foot atrium lobby will welcome the thousands of children and adults who visit The Children's Museum each day.

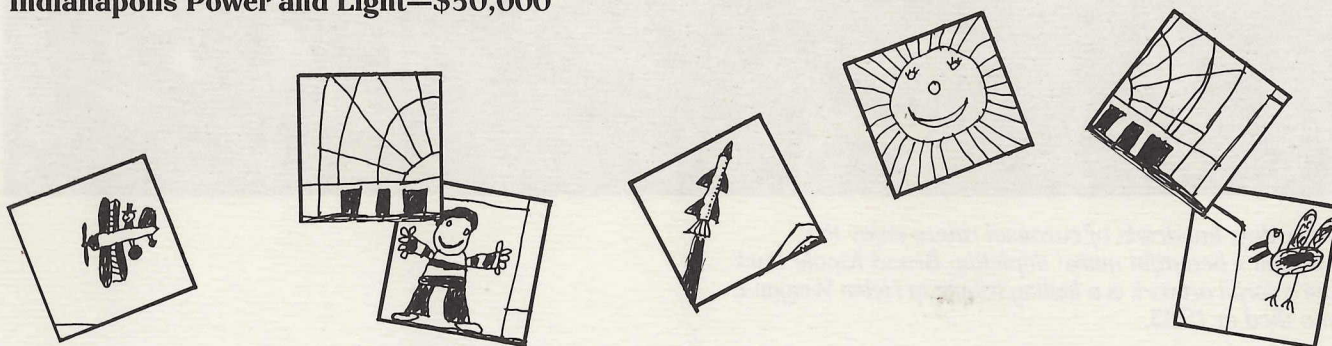
Help prepare tomorrow's leaders!

You can help prepare today's children to be tomorrow's decision makers by contributing to the "You Can Build a Mind" campaign.

Send your check, made payable to The Children's Museum, to:

"You Can Build a Mind" Campaign
The Children's Museum
P.O. Box 3000
Indianapolis, IN 46206

For more information, contact Sue Bogan in the development office, 924-5431.



Museum happy place of memories for Weigand family

As a child, Philip Weigand loved exploring the past at The Children's Museum.

"The natural history emphasis, the artifacts you could handle, the details volunteers told you about the past — these things came alive for me at The Children's Museum."

Now, more than 40 years later, as a Meso-american archaeologist, Philip traces much of his fascination with the lives of ancient cultures to boyhood trips to the museum.

It was shortly after World War II when Philip first began visiting the museum with his parents and his two sisters, Karen and Ann.

"My father brought me to the museum often," he said. "I remember a time when my parents drove me to the museum every Saturday morning for a volunteer activity."

Ann Weigand said she vividly remembers exploring the Parry house (the museum's former home) and the homey, cozy feeling it contained.

The Weigand family's involvement in helping young people discover the excitement of learning didn't end there. The family continued to support the museum in many ways, including one special tribute that thousands of visitors enjoy every day.

After the death of Philip's mother, Helen Weigand, in 1983, the Weigand family dedicated a carousel mural depicting Broad Ripple Park in honor of Mrs. Weigand.

"The mural conveys the sentiment of Broad Ripple Park," Philip said. "I took a picture of it as it was being made and I keep the pictures with me now. The mural is usually the first place I go when I visit the museum."

According to Ann, the mural represents a lot of the memories she has of her mother.

"It represents a lot of the joy in life," she said. "Mother had a real zest for living. And the mural really shows that life goes on."

When Philip's father and long-time museum supporter, Dr. Clayton Weigand, died in August, he remembered the museum with a substantial bequest.

According to Karen Eakins, Clayton and Helen's daughter, it was the kind of legacy that her father wanted to leave behind.

"We talked to father about it before he died," she said. "He was thrilled about the idea. I know that he and mother both got so much out of the museum."



Every day, hundreds of carousel riders enjoy the museum's beautiful mural depicting Broad Ripple Park. The colorful artwork is a lasting tribute to Helen Weigand, who died in 1983.

The contribution will be used to help make the Center for Exploration a reality, echoing the entire family's support for the "You Can Build a Mind" campaign that will fund the museum's \$14 million expansion project.

"We wanted to find a fitting tribute to Dad and this looked like the kind of project that he would have supported," Karen said. "We also knew that if it was in The Children's Museum, it would be done well."

Ann agreed, adding that being involved with the museum has been a positive way of dealing with the loss of her parents.

"It's a concrete way to focus a lot of abstract feelings," she explained. "After losing both parents, we now have a place to go where we can focus our memories. That's been very important to us."

Ann said she sees a direct correlation between the educational atmosphere of The Children's Museum and her family.

"Our father was a pediatrician who loved kids. Mom was an elementary school teacher. And all three of us kids became teachers," she said. "It was natural for us to gravitate to The Children's Museum."

From exploring the mysteries of the museum to uncovering the remnants of ancient cities, Philip said he hasn't forgotten the thrill of exploration he first experienced as a boy.

"The things that came alive for me at The Children's Museum are still alive today."

Phone campaign asks your help to build minds

We hope you will join our efforts to build young minds.

The opportunity for you to participate in the museum's "You Can Build a Mind" campaign is just a phone call away. Beginning next month and continuing throughout spring, staff members of The Children's Museum will be contacting you and other museum members and friends to enlist support for the final phase of the museum's \$14 million capital fund-raising effort.

Before the call, which will take just a few moments of your time, you will receive a letter describing the exciting expansion project in greater detail. Please take a few moments to review the materials and to decide to make a commitment to the future of the thousands of youngsters who visit the museum each year.



Jack Shaw

Campaign COMMENTS

I was standing in the parking lot of The Children's Museum several days ago, looking up at the steel framework of the new atrium lobby, when a thought occurred: the job the construction workers are doing and our job in raising \$14 million for the "You Can Build a Mind" campaign are really quite similar.

Once the workers have erected the steel structure, they still have a lot of hard work ahead of them. Floors have to be poured, the roof completed and the walls constructed. Next come thousands of feet of electrical wiring and pipes for plumbing, followed by drywall, paint and carpeting.

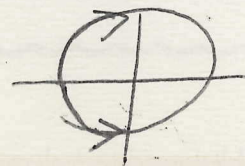
Thus far we have raised \$12 million of the \$14 million goal to fund the museum's 73,000-square-foot addition. While that sounds as if we are a stone's throw from reaching the goal, we, like the construction workers, have a lot of work ahead of us.

I have been elated with the support of the hundreds of individuals and corporations who have made a commitment to the "You Can Build a Mind" campaign. Their support serves as an important groundwork from which to ask the public to support the campaign.

For more than 60 years our community has helped build The Children's Museum into the largest and finest of its kind in the world. We're asking you to help the museum grow again, to help build the minds of young people and prepare them to make the decisions they will be faced with in the 21st century.

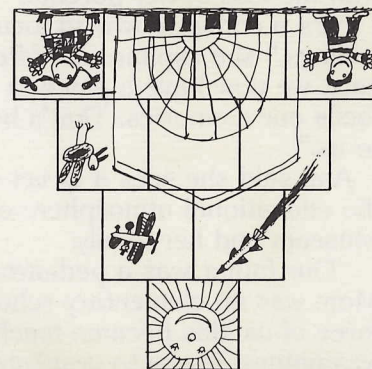
Like the construction workers, we still have work to do to reach our goal. Much of the framework has been completed, but we need your help to top out the "You Can Build a Mind" campaign.

Jack Shaw, managing partner of Ernst & Whinney, is chairman of The Children's Museum's "You Can Build a Mind" capital campaign.



TCM000105183
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Indianapolis, Ind. 46206



You can build a mind.

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$\theta = \arctan \frac{y}{x}$
 $\theta = (\arctan \frac{y}{x}) + \pi$
 $\tan \theta = \frac{y}{x}$
 $r = \sqrt{x^2 + y^2}$
 $(x, y) \rightarrow r = \sqrt{x^2 + y^2}$
 $(x, y) \rightarrow (r, \theta)$
 $x = r \cos \theta$
 $y = r \sin \theta$

Campaign hits \$12 million

Nearly 700 individuals, corporations and foundations have joined the museum's efforts to "build young minds" with gifts and pledges totaling more than \$8 million.

With the match from the Lilly Endowment, the \$12 million mark has been reached.

An additional \$2 million must be raised during 1988 for The Children's Museum to receive the entire \$4.5 million from Lilly Endowment, which matches every \$2 raised with an additional \$1.

"As we reach out into the community with the 'You Can Build a Mind' campaign," said campaign chairman Jack Shaw, "I am excited at the prospect of welcoming hundreds of new supporters of the world's largest (and growing!) children's museum!"



Eli Lilly matches gifts

Eli Lilly and Co. joins Indiana Bell, IBM, Temple-Inland, Quaker Oats, Barber Coleman Co., the Equitable Life Assurance Society and other companies in supporting cultural institutions by matching employee contributions.

All regular full-time employees and retirees of Eli Lilly and Co. can now double their gifts to The Children's Museum through a new matching gifts program to cultural institutions.

Contact Carol Edgar at Lilly for the necessary form or if you have any questions about making a gift. Her number is 276-2000.

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